

NASBITE INTERNATIONAL

2025 Student Case Competition



Team Information & Registration Packet

NASBITE International

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NASBITE International 2025 Student Case Competition Team Information & Registration

The NASBITE International Student Case Competition

The NASBITE International Student Case Competition has been an exciting learning and networking opportunity for undergraduate and graduate students attending two-year and four-year colleges. In 2025 the Competition will provide opportunity for both undergraduate and graduate business students to solve real-world challenges posed by a U.S.-based international businesses. There will be options for both face to face and virtual participation in this year's competition.

The goals of the NASBITE International Student Case Competition are:

- To provide college and university students with an experiential learning opportunity to work collaboratively on solving a real-world international business challenge, and to put their research, presentation and networking skills to work.
- To provide the sponsoring company access to the very best international business students presenting potential solutions to their international business challenges.
- To provide a solid foundation for student involvement and participation within NASBITE International.

PLEASE NOTE: There will be an Informational Webinar on Zoom featuring 2024's winners and case company. [Register HERE!](#)

Competition Format—Team's Choice: Virtual or Live Semifinals/Finals

NASBITE International is excited to announce that this year there will be both a live competition track, as well as a virtual competition track with an undergraduate winner being chosen for each track. The live teams will present their solutions to the company and NASBITE judges on April 8, 2025 and participate in NASBITE's Annual Conference in Cleveland, Ohio. (No pre-submission of their presentations). From those presentations, finalists for the live track will be chosen and announced at a special case competition event the evening of April 9th. Finalists will present to the company and to an audience of other student teams and conference participants on the morning of April 10, 2025.

All teams participating virtually will submit a recording of their solution by 11:59 pm PDT March 25th. From those presentations, finalists will be selected. Finalists for the virtual track will present their solutions to the company and judges remotely on April 9, 2025. All teams have the option to change their presentation from what they first present to what they present as finalists and are encouraged to use any feedback that they get from the company and judges to do so.

Undergraduate winners of both tracks and the graduate winner will be announced at the NASBITE Awards luncheon on April 10, 2025. There will be one graduate team winner, and graduate teams will have the option of which track they prefer for their presentations. The dates and deadlines would be similar to the undergraduates. The winning teams of the two undergraduate tracks as well as the graduate track each receive a \$1,000 prize in addition to recognition as the winner.

All teams pay a case competition registration fee of \$300 per team. Teams that are participating live will also pay conference registration fees of \$500 per student plus travel expenses. There will be a special registration code for student case competition registration as this rate is lower than the regular student rate. Students attending will participate in conference meals, plenaries, receptions, networking and breakout sessions, with some sessions designed especially for students. The team advisors for case competition teams presenting live will be able to



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register for the conference at the lowest member early bird rate, regardless of their membership status. There will be a capacity limit on how many teams can present live, so teams that want this option should indicate that from the beginning. But if your team is uncertain, teams can switch to the live track from the virtual track through March 15th if space is available.

Teams must consist of three to four undergraduates for the undergraduate competition and of two to four graduate students for the graduate competition. At the discretion of the advisor, an undergraduate student can be included on a graduate team, but the team size is still limited to four students. A school may submit both an undergraduate team and a graduate team proposal, but each team must be separately registered to compete.

This year, it will also be possible for a team to be sponsored by two schools, with representation from each school. So for example, if a US-based school wants to partner with a foreign school or a four-year school with a two-year school, that would be allowed and the initial team formation would be two students from each school. A school can register its own team and also register a combined team if desired, and those teams would compete separately in the competition.

For the virtual competition: The recording of the team's proposed solution should be no more than 30 minutes. A written executive summary (5 pages maximum) should be submitted along with the recording. Finalists presentations will be made remotely but live to the company, again limited to 30 minutes and the executive summary should be updated to reflect any changes. For the live competition, presentations are again limited to 30 minutes and an should include an executive summary presented to the company. All presentations will be scored based on a rubric by a panel of judges representing the sponsoring companies and NASBITE membership. The rubric will be furnished to registered teams with the written case.

Teams that do not move onto the final round will have the opportunity to learn strengths and weaknesses of their proposal compared to others if they would like constructive feedback.

The team registration fee for the 2025 student case competition is \$300. A school can have one undergraduate team and one graduate team (if applicable). They can also sponsor teams that are co-sponsored by other schools, but each school is limited to only one team competing in each form. For example, a school could sponsor one undergraduate team made up only of its students, one graduate team made up only of its students and then other teams with other partners, but only one of each type per partnership. Separate registration is required for each team.

The advisor and school must register to receive the case and the other resources provided, but the names of the students do not have to be submitted until the presentation is submitted or teams register for the conference, in case the team membership changes or if multiple teams compete internally for the slot to be the school team presentation.

Advisors need to indicate on the registration form whether the team is graduate or undergraduate, or if sponsored by more than one school, indicate both school's names. All official communication between the Case Competition and the school will be to the advisors, who must share that on with their students.

Details about the annual conference and conference registration will be shared, including the case competition discount count, with teams that register for the live track.



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2025 Case Competition Timeline & Competition Schedule

October 21, 2024	Registration opens for graduate and undergraduate teams.
November 13, 2024	Informational Webinar on Zoom featuring 2024's winners and case company. Register HERE!
January 15, 2025	Team registration submission deadline for guaranteed acceptance. Slots for the live competition may hit capacity prior to this deadline. Team Registration Online HERE!
January 22, 2025	Case is released to advisors of registered teams.
January-February 2025	A series of webinars will be available both live and on demand for case competition participants. The first will be with the case company and the others will be with sponsors about how to use various trade resources in international business, especially for researching markets and potential partners. Teams participating in both the virtual and live tracks are encouraged to participate.
March 25, 2025 (by 11:59PT)	Virtual Track: Team presentation recordings (30-minute limit) and Executive Summaries due.
April 1, 2025	Virtual Track: Finalist teams announced. We anticipate 8 teams to participate in the final rounds of the virtual competition.
April 8, 2025	Live in person presentations to the company and judges. (Teams traveling by air to the conference should plan on arriving April 7 th .) Conference opening reception.
April 9, 2025	Finalist presentations for virtual competition. In-person teams participate in annual conference events, and then at a special evening networking reception for case competition participants, in-person finalists will be announced.
April 10, 2025	In-person finalist presentations, open to all conference attendees to see. Case competition winners announced for all tracks at NASBITE Awards luncheon.

Team Eligibility & Case Competition Rules

- The 2025 NASBITE International Student Case Competition is open to teams from colleges and universities that offer an academic business program at the undergraduate and/or graduate level.
- For the undergraduate competition, teams must consist of a minimum of three, and a maximum of four, undergraduate level students, plus one instructor. These student team members must be currently enrolled undergraduate students. For the graduate team competition, teams must consist of at least two to a maximum of four graduate level students. At the discretion of the team advisor, an undergraduate student may be part of a graduate team. Teams can be formed with representation from two different schools.



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- By participating in the Case Competition, all team members agree to keep confidential all information received from the companies as part of the case. Individual confidentiality agreements will need to be signed and submitted.
- Presentations, presentation files and videos, and written summaries of presentations become the exclusive property of sponsoring case companies and NASBITE International.
- To be eligible to receive the case, advisors must complete and submit a Team Registration Form and submit payment of the full \$300 Team Registration fee to NASBITE International no later than **January 15, 2025 for a guaranteed slot. Live slots may fill prior to this date.**
- Case presentations will be judged in accordance with a scoring rubric. The scoring rubric will be distributed with the written case and will be used by a panel of judges. Each case presentation will be viewed by at least two judges, whose scores are aggregated to decide which teams will advance to the finals. The case company representative(s), with input from the other judges, selects the winning undergraduate and graduate teams from among the finalists. Teams are recognized as participants, finalists, and winners but are otherwise not publicly ranked. All participating students will receive a recognition certificate after the competition. Finalists and winners will receive that recognition on their certificates.
- Students must not receive any paid professional advice, critiques, or assistance in the development of their written case entry. However, students are permitted guidance from their faculty instructors, advisors and professors to develop the team case/presentation, and may seek and use information from publicly-available, non-paid sources to develop their case/presentation. Further, *resources that require subscriptions may be used by teams if those resources are provided by their school libraries or by their school-associated business assistance centers, and only if those resources would be available at no cost to students or to businesses in the community receiving assistance from the centers.*
- Neither students nor instructors may directly contact the corporate sponsor, its marketing or advertising agencies, or any company specifically highlighted by the sponsor. All teams will have the opportunity to participate in a live webinar with their case company in early February 2025 and to submit written follow up questions to the case competition lead, Laurie Wolff, to be shared with the case company. It is entirely at the discretion of the case company whether these questions are answered and whether the answers are shared with other teams or just with the team asking the question



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RELEASE AND OWNERSHIP TRANSFER AND CONFIDENTIALITY AGREEMENT

In connection with, and as consideration for, your participation in the NASBITE International Student Case Competition (the “Competition”), by participating in the competition, you agree that any and all materials relating to presentations, documents and any other aspect of the case entry (“Materials”) you will submit shall become the sole and exclusive property of *NASBITE International* to use in any manner that it deems fit. Accordingly, you hereby assign outright to *NASBITE International and its assignees*, the entire right, title and interest both in the United States and abroad, to such Materials without payment or compensation. In addition, you hereby authorize *NASBITE International and its assignees*, to use your name with any and all of these Materials for informational, historical or commercial (including advertising) purposes in any and all forms of media including, without limitation, television, print, internet, etc.

As a participant in the Competition, you may receive “Confidential Information” including, by way of example and without limitation, new products, commercial plans, data, know-how, formulae, processes, designs, sketches, photographs, plans, drawings, specifications, samples, reports, customer, pricing information, studies, findings, inventions and ideas. To the extent practical, Confidential Information shall be disclosed, if at all, in documentary or tangible form marked “Proprietary” or “Confidential”. In the case of disclosures in non-documentary form made orally or by visual inspection, *NASBITE International* shall have the right, or if requested in writing by you in advance of the disclosure, the obligation to confirm in writing the fact and general nature of each disclosure.

In the event that *NASBITE International* discloses Confidential Information to you, you agree that you: (1) will hold the Confidential Information in confidence by using the same degree of care, but not less than a reasonable degree of care, as you use or would use to protect your own confidential information; (2) will take such steps as may be reasonably necessary to prevent disclosure of the Confidential Information to others; (3) will not commercially utilize the Confidential Information without having obtained the written consent of *NASBITE International*; (4) upon request, will return Confidential Information to *NASBITE International*; and (5) shall promptly notify *NASBITE International* in the event that you are legally required to disclose any portion of the Confidential Information, so that *NASBITE International* may take steps to protect its Confidential Information.

The confidentiality and non-use commitments set forth above shall not extend to any portion of Confidential Information which is known to you at the time of your receipt of such information from *NASBITE International*; which is or becomes generally available to the public through no fault of yours; which corresponds in substance to that furnished you by any third party having a bona fide right to do so and no confidential obligation to *NASBITE International* with respect to the information; or which corresponds to that furnished by *the case company* to any third party on a nonconfidential basis.

You further agree that: (1) neither you nor *NASBITE International* has any obligation to purchase any service or item from each other; (2) neither you nor *NASBITE International* has an obligation to offer for sale products using or incorporating Confidential Information; and (3) you and *NASBITE International* do not intend that any agency or partnership relationship is created.



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DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: Wednesday, January 15, 2025

[Team Registration Online HERE!](#)

College/University: _____

Mailing Address: _____

Advisor Name: _____

Advisor Phone: _____ Advisor Email _____

Please mark one: Undergraduate Team _____ Graduate Team _____
 Co-sponsored Team _____ with _____

Please mark one: We know our team members _____ We have not finalized our team members _____
 If you know your team members, please identify them below and we will include them in NASBITE announcements. If the members change, send an updated list to info@nasbite.org. Team members cannot change once the case presentation has been submitted.

1st Student Name: _____ 1st Student Email: _____

2nd Student Name: _____ 2nd Student Email: _____

3rd Student Name: _____ 3rd Student Email: _____

4th Student Name: _____ 4th Student Email: _____

Compliance with Competition Rules; Release and Ownership Transfer and Confidentiality Agreement: By signing and dating this Registration Form, the Instructor, representing the College/University and all Student competitors, acknowledges that he/she has reviewed, and agrees on behalf of the College/University and all Team participants to comply with Competition Rules, Release and Ownership Transfer and Confidentiality Agreement for the NASBITE International 2024 Student Case Competition.

TEAM REGISTRATION FEE & POLICIES: The Team Registration Fee of \$300 must be submitted with signed and dated form no later than January 15, 2025 in order for the team to guarantee confirmation for the 2025 Case Competition. In the event of delayed payment, the case will not be distributed until payment is received.

PAYMENT INFORMATION:

→ Check (payable to NASBITE International) → VISA/MasterCard → American Express → Purchase Order # _____

Card #:	Expiration Date:
Billing Address:	
Name on Card:	Cardholder Signature:

If paying by Purchase Order, please submit a copy of your PO with billing instructions along with this registration form. Return payment & completed form to NASBITE International. Contact info@nasbite.org.

Advisor Signature

Date